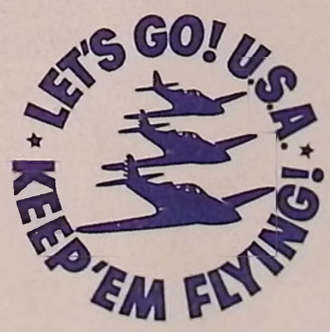
# THE REVIEW

Vol. XXXV—No. 30

July 3, 1941

The Army Suggests This Slogan




Stock Cuts Available!

(SEE LAST PAGE)

# WHAT MAKES PEOPLE BUY?

| | |
|---|---|
| SEEING | 87% |
| HEARING | 7% |
| SMELLING | 3½% |
| TOUCHING | 1½% |
| TASTING | 1% |

That is why we say—

SHOW your samples of "The Spirit of America" and let the picture do 87 percent of the selling for you while you do thirteen percent by talking and demonstrating.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, JULY 3, 1941 No. 30

# 6 DOWN -- 6 TO GO!

*"There's a tide in the affairs of men which—*
*Taken at the flood—Leads on to fortune."*
—WM. SHAKESPEARE.

To my mind, the outlook for summer selling is most encouraging. As Jewett Ricker has told you, we are "traveling around an AMERICA IN WHITE—an America that has never in all of its long history enjoyed business that is as high, and as uniformly distributed, as it is today."

So Dog Days are going to be productive days for the fellow who goes after it. Let's remember better than ever that it is just that old will to win and the closer observance of the things we contact in our own methods that make us grow.

LET'S BE SELFISH IN JULY AND AUGUST. Let's

"play ball"—like the Cardinals and Yankees—and remember these things in our summer selling—

READ THE REVIEW.
Keep Your Score.
Make Base Hits with Mailing Cards and Blotters.
Sell "Be Sure You're Right" and "Spanky's Safety Patrol."
Sell "Spirit of America," "Their Priceless Heritage" and "All-American."
Sell 'Em Again.
Let that new FD Service Go to Bat for You.
Greetings Are Good Base Runners.
Bunts Can Win.
Ideas For Base Hits.
Keep Your Batting Average.
Jot Down Ideas.
Keep Driving.
Don't Be Caught Off Base.

Let's make that pledge again: This week I WILL—
MAKE AT LEAST 60 CALLS
MAKE AT LEAST 30 IDEA PRESENTATIONS
MAKE AT LEAST 6 SALES.

Some of the early returns are in for Charter Day and it looks like a wonderful record has been established. We can't tell you how thrilled we are. The part we all play in the T. R. Gerlach Memorial Scholarship develops character and opportunity and helps make the world a better place to live in. That thought comes to my mind after reading some of the fine letters that come from you men about Charter Day.

We are at the turn of the year—a year when more than ever we realize that the greatest privilege on earth is to be an American. You have done an outstanding job the first six months of 1941. Let's do a better one the last half of the year. Let's take the tide at the flood and lead on to Fortune—increased earnings and increased service.

Thanks sincerely for what you did in the Birthday Celebration. You and I can do what we think we can in July and August. LET'S GO!

J. Mackenzie.

# Congratulations, Rudy Maddox

My hat's off to you, Rudy. You have joined a very exclusive bunch of fellows in winning the Charter Emblem for 1941, and you will have a grand welcome in Joliet next Sunday and Monday. It's an experience of a lifetime to be guest of honor at our fishing party.

Rudy wrote Ernie Barklow in May that he was going out to win the Emblem this year. He meant it. He planned and he carried through, but he didn't know how close a race he was running. He won by a margin of eight-tenths of one per cent of a point. Others crowded up towards the top and every special effort that was made last Wednesday and during the contest is sincerely appreciated.

Now we enter into the last half of the year. We always enjoy a tremendous early business, but after the rush is over we often hear about how necessary it is to wait. Wait until the crops are in. Wait until after our annual meeting. Wait until after the Fourth of July. Wait for this, and wait for that.

July each year is a turning point from the early buyer to the late buyer. The time for alibis is over. Business conditions are more favorable than they have been for years. Plan each day's work the night before and work light by specializing on these hot days, and another fine increase can go up for the month of July.

James R. Talcott

# *Sell* POST CARDS AND BLOTTERS TO FUEL DEALERS NOW!

You can sell post cards and blotters to fuel dealers, with copy urging home owners to fill up their coal bins and oil tanks now.

The copy at right appears on "Bright Bouquets" post cards used by one of our good customers in Toledo. Many other fuel dealers want good advertising that puts over this message effectively.

Sell orders like this for immediate delivery, so that post cards and blotters can be mailed out on or about the first of August.

*Facts!*

Predictions are that we will see a shortage of quality COAL this season. Operators' and Miners' agreement may come up again soon.

Play safe and get your supply in NOW.

PRICES ARE AT THE LOWEST NOW

Take advantage of our BUDGET PLAN.

It IS wise for every home owner to stock up now on coal and fuel oil. There may be a shortage of quality fuel this fall. Even if there is no serious shortage, it's patriotic to fill up the bin or tank NOW, to relieve congestion in fuel production and transportation facilities later on.

Here's another way to word copy for the post cards and blotters you'll sell this week:

HELP AMERICA—and help yourself—by filling your coal bin or oil tank now! You'll help to prevent peak demands on fuel production and transportation facilities later on, and you'll make sure that you'll have quality coal or oil on hand when you need it! Stock up today.

Any series of blotters or post cards carries this message effectively. Try "Kiddies, Inc." and "Bright Bouquets."

# SHARE IN THIS MELON

Plan the day's work the night before so you'll lose none of the golden morning hours planning who to see or where to go.

Make a special effort to close sales before prospects go on vacation. Many of them will use the fact that they're planning a trip as an alibi. Forestall them and turn it into a reason for buying before they leave.

Try asking every present customer to give you the name of some friend in his community who in his opinion should be using Gerlach-Barklow Good Will Advertising. You'll be agreeably surprised how many extra sales can be made in this manner.

Ascertain if possible the vacation dates of "Buffers"—purchasing agents and subordinates who have been stalling you off for months, then call during their absence and go directly to the "Big Shot."

Take advantage of the full hour which is yours before the average salesman gets on the job in the morning. You'll be delighted to find that many of the more thrifty and prosperous business men are down at their desks early and are more open-minded then than later when other cares occupy their minds.

## A DOZEN REASONS WHY BUSY MEN BUY "SPIRIT OF AMERICA"

Thank God I—I also—am an American—Daniel Webster.

The noblest motive is the public good.—Virgil.

Patriotism is the vital condition of national permanence.—George William Curtis.

The union of hearts, the union of hands, and the Flag of our Union forever.—G. P. Morris.

We mutually pledge to each other our lives, our fortunes and our sacred honor.—Thomas Jefferson.

The man who loves home best and loves it most unselfishly, loves his country best.—J. G. Holland.

My country is the world, and my religion is to do good.—Tom Paine.

One flag, one land, one heart, one hand, one nation evermore.—Oliver Wendell Holmes.

I love my country's good with a respect more tender, more holy, more profound than my own life.—Shakespeare.

Patriotism is a blind and irrational impulse unless it is founded on a knowledge of the blessings we are called to secure and the privileges we propose to defend.—Robert Hall.

I was born an American, I live an American, I shall die an American. —Daniel Webster.

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## THANKS! -- YOU'RE DOING A GOOD JOB

### "SPIRIT OF AMERICA" IS GOING STRONGER DAY-BY-DAY

Oftentimes when a sensational new item is added to the line there is a tremendous rush of extra business for a few weeks, then interest wanes and sales of that particular number drag. With the "Spirit of America" however, the opposite has proven to be the case. It started gradually but interest slowly increases day after day, with sales increasing proportionately until today it is the outstanding subject being purchased by those business and professional men who desire to be identified as true Americans.

North, east, south and west each contribute their share of orders and we are glad to note that salesmen who at first showed but little interest in this subject are the very ones who are today selling it for school and industrial distribution.

Your interest is keenly appreciated and we are proud to know that we have placed in your capable hands a medium that identifies the many sponsors of this great picture as true Americans.

To you aggressive and enterprising men and women who are placing this fine picture in every part of your territory, we extend sincere thanks. You are performing a deed of patriotism.

Don't be satisfied with less than a complete coverage of all schools and industrial plants in your territory. In this manner, you can do your part toward promoting National Defense.

# HOW MANY OF THESE "SPIRIT OF AMERICA" SALES DID YOU MAKE?

Here is a list of about two hundred sales of "Spirit of America" picked up at random from orders going through the factory. Please note the wide variety of lines of business here represented.

The object in publishing this list is to show what can be done in the way of sales by salesmen who set their minds on inducing business men to show their true colors by registering as true Americans.

Why not write yourself a prospect list from this list of sales and then make up your mind to do your part if you haven't already done so.

FEED AND GRAIN
AUTO SALES
BANK
AUTO SUPPLIES
CONTRACTOR
PAINTER
REAL ESTATE
MILLING COMPANY
GROCERY
PRINTER
CONTRACTOR
REAL ESTATE
HUDSON AUTOS
DODGE AND PLYMOUTH
STEEL FOUNDRY
CHEVROLET DEALER
BUSINESS SCHOOL
MUTUAL AID ASS'N
SHELL OIL DEALER
FURNITURE
PUBLISHER
MANUFACTURER
CLEANER
BRICK MFR.
MORTICIAN
COAL DEALER
DRUGGIST
INSURANCE
GENERAL STORE
COAL
BUILDING AND LOAN
PLYMOUTH AUTOS
WIRE MFR.
BANK & TRUST CO.
OIL AND GAS
BUILDERS' SUPPLIES
BEVERAGE BOTTLER
MACHINE SHOP
DRUG STORE
COCA-COLA COMPANY
IRON AND STEEL
FUNERAL HOME
INSURANCE
BUILDER
DAIRY
GARAGE
PUBLISHER
WELDER
SERVICE STATION
FLORIST
SHOES
FACTORY SUPPLIES
COBBLER
MEN'S WEAR SHOP
LUMBER
DRUGGIST
FOUNDRY
FEDERAL LOAN
BAKERY
MARKET
CLOTHIER
INSURANCE
COAL
ELECTRICAL
MORTICIAN
BANK
DEPT. STORE
TRUST COMPANY
MARKET
AUTO SALES
FARM SUPPLY
CREAMERY
TRUST COMPANY
PAINT AND GLASS
DAIRY
BUILDER
PLUMBER
FARM MACHINERY
CREAMERY
STATE BANK
PAINT AND VARNISH
AUTO REPAIR
BUICK CARS
LUMBER
AUTO REPAIRS
LAUNDRY & CLEANER
INSURANCE AGENT
RADIO REPAIRS
BUSINESS COLLEGE
PONTIAC DEALER
CLEANER
MACHINE SHOP
WIRE MFR.
CADILLAC SALES
STORAGE WHSE.
MULTI LETTER SHOP
BEVERAGE BOTTLER
FLORIST
BOOKBINDER
NATIONAL BANK
BUICK DEALER
REFRIGERATORS
STATE BANK
FERTILIZER
PLYMOUTH SALES
CHEVROLET DEALER
NATIONAL BANK
BUILDER
MUSIC SHOP
HEATING CONTRACTOR
PUBLISHER
BUILDING AND LOAN
CASKET MFR.
NEWS CARRIERS
ELECTRICIAN
MEN'S CLOTHING
FURNITURE DEALER
STUDEBAKER DEALER
WOOD WORKER
LAUNDRY
SAVINGS AND LOAN
HOME LOAN CO.
PRINTER
DECORATOR
REALTY
ABSTRACTOR
FORD CARS
DAIRY
PLUMBER
FEDERAL LOAN
BAKERY
BAKERY
FOUNDRY
HATCHERY
FORD DEALER
FARM MACHINERY
PHOTOGRAPHER
PHOTOGRAPHER
HOME BUILDERS
RADIO DEALER

May we suggest that you go through this list with a fine tooth comb and pick out about ten lines of business that you have NOT sold, then go on the war-path, highly resolved that you won't stop until you've sold at least two orders for "Spirit of America" as a direct result of having gone through this list.

## THIS COPY IS SELLING "SPIRIT OF AMERICA"

SCHOOL—
DEDICATED TO THE EDUCATIONAL INTERESTS OF THE YOUNG PEOPLE OF OUR COMMUNITY

* * *

BANK—
SPONSORED IN THE INTEREST OF AMERICANISM BY THE FIRST NATIONAL BANK

* * *

GENERAL—
BOYS AND GIRLS OF TODAY ARE THE MEN AND WOMEN OF TOMORROW

* * *

OPTOMETRIST—
YOUR FUTURE OUTLOOK DEPENDS UPON THE CARE YOU GIVE YOUR EYES NOW

* * *

DAIRY—
FOR THEIR SAKE BE SURE IT'S PURE

* * *

INSURANCE—
WE RECOMMEND LIFE INSURANCE NOT BECAUSE SOMEONE MAY DIE BUT BECAUSE SOMEONE MUST LIVE

* * *

SAFETY—
CHILDREN SHOULD BE SEEN—NOT HURT

* * *

COBBLER—
OUR SOLES GO MARCHING ON

* * *

SHOE DEALER—
SHOES FOR EVERY WALK IN LIFE

* * *

SCHOOL—
THE BIRTHPLACE OF INDEPENDENCE

* * *

INSURANCE—
YOU OWE IT TO THEM TO INSURE

* * *

PHOTOGRAPHER—
PRESERVE EACH EPOCH IN THE LIVES OF THE CHILDREN WITH PHOTOGRAPHS

* * *

GENERAL—
BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU

## THESE LINES OF BUSINESS ARE BUYING "THE SPIRIT OF AMERICA"

| | |
|---|---|
| AUTO BODY SHOP | BUILDERS OF BETTER BODIES |
| BANKS | BANK WITH US AND YOU CAN BANK ON US |
| BUILDERS' SUPPLIES | EVERYTHING FROM PLANS TO PAINT |
| FED. SAVINGS & LOAN | THROUGH SERVICE WE GROW |
| CHEVROLET DEALER | FIRST BECAUSE IT'S FINEST |
| DAIRY | GOOD FOR THEM AND BEST FOR YOU |
| CLEANER | COME CLEAN WITH US AND WE'LL DYE FOR YOU |
| FORD DEALER | KNOWN FOR DEPENDABILITY |
| HOTEL | A HOME AWAY FROM HOME - |
| COAL DEALER | KEEP THE HOME FIRES BURNING WITH OUR COAL |
| FUNERAL DIRECTOR | BETTER TO KNOW US AND NOT NEED US THAN TO NEED US AND NOT KNOW US |
| FLORIST | FLOWERS FRESH FROM MEMORY'S GARDEN |
| LUMBER DEALERS | BUILDERS OF AMERICA'S GREATEST INSTITUTION—THE HOME |
| MEMORIAL DEALERS | MEMORIALS THAT PERPETUATE MEMORY |
| LAUNDRY | FIRST IN QUALITY—FIRST IN SERVICE |
| SHOE DEALER | SHOES FOR EVERY WALK IN LIFE |

## THIS DISTRIBUTION LETTER IS BEING USED IN CONNECTION WITH "FOREVER YOURS"

IT IS MEMORIES that give us roses in January. As our annual messenger of good cheer, good will and good wishes, we are sending to you a most attractive young lady who carries both—roses and memories.

The roses are hers.

The memories are ours—memories of the pleasant relationship that has existed between us.

The young lady is "Forever Yours" and we trust she will convey to you our appreciation of your Friendship.

We hope too that your Christmas will be a merry one and that the New Year will bring you a full measure of success and happiness.

Cordially yours,

THE FIRST NATIONAL BANK.

# A TIME FOR HARD WORK

Every afternoon at 5:30 I have a lesson drilled into me. At that time—from my office window—I watch a Chicago & Alton train discharge its passengers at our Union Depot.

But these are not ordinary passengers. They are workingmen engaged in building the huge munitions plants south of Joliet. Before the train has come to a stop, these men—hundreds of them—begin to jump off the cars. Then they run as fast as they can either down the platform to a waiting Rock Island train, or down the stairways to the street.

Yes, I said they RUN. That's where I get my daily inspiration. For, be it remembered, many of these men live in the outlying sections of Chicago. Quite a few of them leave their homes at 5:30 or 6 in the morning. They take a street car or an "L" train to the Rock Island depot in Chicago; they take the Rock Island train to Joliet; they run from that train to a waiting Alton train; they take the Alton train to the munitions plant. THEN THEY WORK HARD FOR EIGHT HOURS. All through the winter they worked in snow and ice. This spring they worked in wet muck. This summer they are working in blistering heat. YET EVERY NIGHT AT 5:30 — USUALLY TALKING AND LAUGHING—THEY JUMP OFF THE RETURNING ALTON TRAIN AND RUN TO THE WAITING "ROCK ISLAND." Most of them get home at about 7:30!

I began watching these men the first day the Alton train was put on. I have, whenever possible, watched them every day since. And every night when I s them slide off that train, and RUN, I f like poking my head out of the wind and giving them a cheer. This desire is prompted so much by a realization of important work they are doing in the ca of national defense as it is by an appre tion of their mental and physical stami To me, they are the grandest bunch of in the world. In fact, to my mind, t ARE America. Some of us do a lot of ta ing, and some of us do a lot of writing. in this trainload of workers—and mill like them—we find the SPIRIT that made this country great, and that will k it great long after the regimented go steppers of the Old World have found the errors of their way.

Now all of us are not physically quali to ride three or four hours in street c and trains and work eight hours a day every kind of weather. For instance would kill me. But in the inspiration I g from watching this train disgorge its p sengers, I can—and do—find the cold winter and the heat of summer more be able; I can—and do—find that the pr lems of life aren't half as big as they pear; I can—and do—learn to place proper, albeit a rather humble, evaluat upon my own sphere of usefulness. Th why I say that every afternoon at 5:3 have a lesson drilled into me. For it is that I have a quick look at the RE SPIRIT of America!

All of this brings me up to a point t has been bothering me much in re months. That point it this—what can the so-called "white collar" workers of America (a term I loathe, by the way) do to help our country in its great hour of need? Most of us are too old to serve in the armed forces. Most of us are too soft —let's be frank about it—to do manual labor. In fact, most of us are just ordinary, run-of-the-mine business men. However patriotic our impulses, we just aren't wanted by Uncle Sam. At least—not yet. Does this mean, therefore, that WE have no place in the national defense picture?

Of course it doesn't! If we were ALL to go into the armed forces, if we were ALL to go into active war production work, the whole national economy of the United States would be wrecked in ninety days. It is simply IMPOSSIBLE to finance our defense effort purely by defense production. Why? Because goods made for war purposes are useless for any other purpose. Economically, they are practically a total loss. If, by any chance, we should ALL be forced into defense work, we should soon become a military nation of exactly the same type as Germany, and our money would become the same kind of "war money" that the Nazis now use. Our business would be war—and nothing but war. That, as every economist knows, is the tragedy of present-day Germany.

No, that WON'T work—at least not in America. Then, what is OUR part in the defense picture? Our part, it seems to me, is to INCREASE the total national income to a point where our defense effort can be financed—through taxes and loans—out of the EARNINGS of the American people. This generation can't meet the whole bill, of course, but it should and it must meet as large a portion of the bill as it can.

Obviously, in some respects, we can't operate business as usual. We can't for instance, use metals and chemicals needed by the government. But, in the very fact that some businesses must be curtailed, we find the very reason why OTHER businesses must be expanded. For these other — NON-DEFENSE BUSINESSES — must MAKE UP the shortage in the national income that would otherwise occur.

Right here is OUR job in national defense. Through hard work—REAL HARD WORK RIGHT THROUGH THE SUMMER MONTHS—we must do OUR part in maintaining the national economy. Not only must we do this in order that we may do our part, but we must do it in order that OTHER businesses—through the use of our type of advertising—can do THEIR part.

This is no time for shirking. IT IS A TIME FOR HARD WORK. It is the time to give the best we have in us—to give ALL we have in us. If we do that—really do it—we shall be doing our part in the defense of our country, our families, our neighbors, and ourselves.

Jewett E. Picker

# STOP ASKING "HOW'S BUSINESS?"

This is more than just a message. It is an urgent request that you stop doing something which, more than anything else you do or fail to do, is hurting your business.

A survey made by the United Commercial Travelers of America shows that thousands of salesmen have fallen into the habit of using that question in their approach to every customer and prospect. One purchasing agent reports that by actual count, 89% of the salesmen calling on him asked that question within the first five minutes. The very worst thing a salesman can possible do.

Stop a minute and think. What can you possible hope to gain by inviting a man to hold a post-mortem over business? Surely you can't expect to sell him anything after actually asking him to air all his troubles.

Study your own approach. What do you say? What do you ask for? What train of thought do you start? Do you peddle gloom by telling a sick man how terrible he looks?

Start out tomorrow morning resolved to sell CONFIDENCE and AGGRESSIVENESS. When calling on retail stores stop and take a look in the show windows. If there is evidence that the prospective customer has tried to make an attractive display, start right off by complimenting him on it and telling him some details about a show window you saw in a neighboring town.

If he or his clerks or his store create a favorable impression, tell him so, but whatever you do or don't do, don't put negative thoughts in his mind. Recently a salesman called on a clothing manufacturer and the manufacturer said, "Bill: There just isn't any business." The salesman replied—"Mister Long: every time that clock up there ticks, someone in this state buys a new suit of clothes; and yet you say there's no business."

That salesman KNEW how business was. He didn't have to ask.

If you've been guilty of asking "HOW'S BUSINESS?" STOP IT and spread a little honest optimism. It pays.

## JIM HARTMAN DOESN'T LEAVE ANY CHANGE ON THE COUNTER

DEAR ERNEST:

Sold my biggest and best Funeral Director customer the Industrial Campaign to be hung in five big Airplane factories; 100 for Steerman, 50 for Boeing, 50 for Culver, 75 for Beechcraft and 25 for Cessna, a total circulation of about thirty thousand men every day. Is that a campaign for them? The only advertisement allowed in any of the factories. I tried every likely concern in town before selling, but they are all doing more business than they can handle, including Dairies and Laundries which I had thought were my best bet, also the big local Life Insurance Company.

I know what you are going to say about over-selling them, but the way things are going now, they can stand it for the next two or three years at least.

Cordially,

J. C. HARTMAN.

* * *

Can you conceive of any other medium which would give this funeral director entree into these five big plants with an advertising circulation of thirty thousand men for an investment of only a few hundreds of dollars?

And can you think of any subject that would create such a favorable impression—or such a lasting impression as "The Spirit of America"?

## BEFORE YOU KNOW IT, SCHOOLS WILL BE OPENING

Here's Fourth of July and believe it or not, Labor Day is not far behind, and on top of that, the schools will be opening. How many of the schools in YOUR territory will have "The Spirit of America" Billboard Calendar or Poster hanging in every classroom when the opening day arrives?

### HERE'S HOW ONE SALESMAN PRESENTS "SPIRIT OF AMERICA"

I have called to present an idea for promoting American Patriotism in your community—an idea that is so simple and direct that you can say "NO" or "YES" in three minutes. Here's our Patriotic Billboard Calendar carrying the following copy—

"THE SPIRIT OF AMERICA, YESTERDAY, TODAY AND FOREVER"

This line is followed by your business card as follows—

"SPONSORED IN THE INTEREST OF AMERICANISM BY JOHN DOE"

I know, Mr. Doe, that you are a good American and proud of it. By hanging this colorful indoor billboard in schools in your community, you are helping to spread the gospel of Americanism. What will your answer be—"NO" or "YES"?

---

## "A BANK OF THE PEOPLE, BY THE PEOPLE, FOR THE PEOPLE"

That's the copy which Cliff Higgins uses to sell Liberty Blotters.

How many bank orders have you written for Liberty Blotters?

One of our best bank orders for Liberty Blotters lists twelve ways in which the bank can be of service to the public as follows—

| | |
|---|---|
| CHECKING ACCOUNTS | TRAVELER'S CHECKS |
| SAVINGS ACCOUNTS | FOREIGN EXCHANGE |
| CERTIFICATES OF DEPOSIT | LETTERS OF CREDIT |
| VACATION CLUB | PERSONAL LOANS |
| TAX CLUB | HOME LOANS |
| CHRISTMAS CLUB | IN ANY FIDUCIARY CAPACITY |

And don't overlook that copy line for buyers of Liberty Blotters—

U. S. MEANS US — ALL OF US

You owe it to yourself to secure at least one bank order for Liberty Blotters from every town in your territory.

## HOW BERT STIFF SELLS THE "ALL-AMERICAN"

With your permission, I would like to show you a simple plan which will cause men, women and children of your community to think more frequently and favorably of you and your business.

Other things being equal, your chief selling problem is to make people think first of you when they need the service or merchandise which you have to offer.

Here are thirty-one of the greatest statesmen the world has ever known. The originals from which these portraits were reproduced were each painted on ivory miniatures, mounted in gold and were executed by A. J. Rowell, a portrait painter whose miniatures rank as high today as did those of the late Gilbert Stuart in his generation.

Those miniatures were painted expressly for the well-known Diamond Jim Brady, America's number one salesman and play-boy at a cost of approximately fifteen thousand dollars. After Mr. Brady's death the collection was acquired by Theodore R. Gerlach who expressed a desire that everyone might be privileged to see and enjoy these fine portraits of our Presidents.

Accordingly, Mr. Gerlach caused these fine full-color reproductions to be made and printed upon this big indoor billboard in convenient form for hanging in schools, offices, shops and other public and semi-public places.

I believe you would be surprised to ascertain how few people there are—and educated people, too—who can remember the faces and names of our Presidents. May I ask you, for instance, as a person of more than average intelligence, who was President when you were born? Who when you were married? and who at the time you started in business for yourself?

Many discussions arise from time to time concerning the Presidents and you will find that this big Indoor Billboard with the details printed on the reverse side will be used as a ready reference for all classes of people, young and old.

The school boys and girls of today are your customers of tomorrow and this calendar hanging in the classrooms of your community will not only win their friendship but will reach the parents by the word-of-mouth publicity.

Let's not clutter this fine calendar with a lot of advertising copy. If you'll accept my suggestion, it would be something like this—

OUR PRESIDENTS

1789 Dependable Then — 1942 Dependable Now

Sponsored by

THE FIRST NATIONAL BANK

A GOOD BANK IN A GOOD TOWN

## CREATING NEW BUSINESS WITH THE "ALL-AMERICAN" BILLBOARD

DEAR RIE:

I have called on the bank at F———— for several years and never had a look-in. The cashier of the bank and the representative of my keenest competitor worked together in a bank for many years and quite naturally, he always gets the calendar order. Every time I called, I was met with the same alibi but this year when I received the new "All-American" sample, I said to myself, "This time it's going to be different."

So I rushed over to the bank and told the cashier that I had something he simply couldn't afford to pass up. He looked at the "All-American" for fully ten minutes without a word and finally looked up and said "You win. I'll take it."

I pursued the same tactics at a mill whose buyer has always divided his order between two of my competitors. He looked at my sample of "All-American" and said he would take fifty. As I was leaving, he said, "Whenever you have anything unusual as that is, don't forget to show it to me." Then seeing I had detained him past his lunch time, I apologized and blamed if he didn't invite me to have lunch with him at his club.

Another banker who has always bought a certain type of subject from competition, immediately signed up for a hundred "All-American" the minute he saw it.

These three instances all meant new customers for me and I hope all of our salesmen are meeting with the same results on "All-American."

Sincerely yours,

J. L.

## SELL "SPIRIT OF AMERICA" FOR INDUSTRIAL DISTRIBUTION

Every one of America's one hundred and thirty millions of people is or should be intensely interested in this wonderful patriotic picture of our glorious Flag—a flag that has waved victorious over many a battle field. A Flag that has never known defeat. THE FLAG OF OUR UNION FOREVER.

There is a place upon the walls of every classroom in every school in America for this calendar and not one person in America dare refuse to hang this picture.

If one single room in YOUR territory is deprived of the privilege of having this great picture hung in his or her classroom, it will be his loss, the sponsor's, Young American's loss—YOUR loss.

One sure way in which a business man can make known just where he stands is by his willingness to hang this calendar in as many public places as are available to him, and you will find that every reputable business man upon whom you call is glad and proud of this opportunity to show his colors.

Don't overlook the fact that this picture may be placed in every industrial plant in America, where it will stand for patriotism on the part of both management and workers as well as of the sponsors.

## COPY SUGGESTIONS HELP SELL THE "ALL-AMERICAN"

Salesmen who are most successful in selling the "All-American" Billboard, nearly always write out a suggestion for the advertising copy before asking the buyer to sign the order.

Here are some of the advertisements taken from actual orders for the "All-American."

THEY MADE AMERICA SAFE FOR DEMOCRACY
WE WANT TO MAKE OUR COMMUNITY SAFE FOR CHILDREN
PLEASE DRIVE CAREFULLY

* * *

AS THESE MEN SERVED THE NATION,
SO IT IS THE AIM OF THIS STORE TO SERVE
THIS COMMUNITY

* * *

THEY GAVE THEIR BEST FOR THEIR COUNTRY
WE GIVE THE BEST IN QUALITY AND SERVICE FOR THE
PEOPLE OF OUR COMMUNITY

* * *

THESE MEN WERE READY WHEN OPPORTUNITY CALLED
PREPARE AT THIS BUSINESS COLLEGE
FOR YOUR OPPORTUNITY

* * *

ELECT US AS YOUR CLEANERS
THE AMERICAN CLEANERS & DYERS

* * *

FOR PORTRAITS OF DISTINCTION
THE ELITE PORTRAIT STUDIOS INCORPORATED

* * *

OUR SERVICE IS PERFORMED FOR THOSE WHO LOVE AND REMEMBER
THE FINE-ARTS MEMORIAL STUDIOS

* * *

THESE MEN BELIEVED IN PREPAREDNESS
ARE YOU PREPARED FOR THE FUTURE?
START A BANK ACCOUNT TODAY AND KEEP IT GROWING

* * *

OUR CONTRIBUTION TO THE EDUCATIONAL INTERESTS OF
OUR COMMUNITY
THE FIRST NATIONAL BANK & TRUST CO.

* * *

GOVERNMENT STATISTICS
82 MEN OUT OF EVERY 100 ARE DEPENDENT AT AGE SIXTY-FIVE
A NORTHWESTERN MUTUAL POLICY WILL KEEP YOU
FROM BEING ONE OF THE 82

## SOME COPY SUGGESTIONS FOR "SPIRIT OF AMERICA"

BAKERY—Raised on Butter-Krust Bread and Still Going Strong.
—A. McWilliams.

HARDWARE—We Sell Hardware for Hard Wear. —John Mur.

DAIRY—Best for Them and Best for You. —Charles Chamberlain.

PROVISION COMPANY—Our Army Travels on It's Stomach, Let's See That It's Properly Filled. —Perc Earl.

INSURANCE—Everything Insured Against Anything.
A. J. Morrier.

BUSINESS SCHOOL—Train Here for the Battle of Life.
—Isidor Siegel.

AUTO SERVICE—We Ourselves the Better Serve by Serving Others Best. —Art Vores.

FUNERAL HOME—Service That Is Remembered Long After Price Is Forgotten. —Howard Kersey.

NATIONAL BANK—A Big, Strong, Friendly Bank.
—R. S. PERRY.

AUTO SERVICE—Service Is Not Our Motto, It's Our Business.
—LEO HIMELHOCH.

COAL DEALER—Keep the Home Fires Burning With Our Coal.
—TOM PERROTT.

CHEVROLET DEALER—First Because It's Finest.
—HARRY TIMOTHY.

PHOTOGRAPHER—Preserve these Memories With Photographs.
—CLIFF HIGGINS.

NATIONAL BANK—A Good Bank in a Good Town.
—P. H. KEBOCH.

**WITHDRAW** { FAN—Independence Hall
FAN—Come Again (LE)

## MORE COPY SUGGESTIONS FOR THE "ALL-AMERICAN"

One law that will never be repealed—the law of cleanliness. (Cleaner.)

Vote for the coal that satisfies. (Coal Dealer.)

Elect us to furnish your home. (Furniture Dealer.)

Service with dignity and honor. (Funeral Director.)

One aim—one claim—cleanliness. (Laundry and Cleaner.)

We believe in a square deal for all. (General.)

Vote for the bank of safety and service. (Bank.)

Good enough for the president—and for you. (General.)

America is your country—this is your bank. (Bank.)

They were ready when opportunity came. (Bank.)

The presidency is about the only job we can't fill. (Employment Agent.)

The best security on earth is the American home. (Real Estate.)

Lives of great men all remind us—to insure today. (Insurance Agent.)

At the service of the public all ways and always. (General.)

Elect us to supply next winter's coal. (Fuel Dealer.)

For every walk of life you'll find a shoe here. (Shoe Dealer.)

We are strong for protection (of our children), drive carefully. (Auto.)

Clothes don't make the man—but they're a big help to nature. (Clothier.)

We're for clean politics, clean living and clean clothes. (Cleaner.)

The birthplace of independence—the Park Institute of Business.

Where the promise is performed—The Crown Warehouse & Transit Co.

Let others make the laws, but send the wash to this laundry.

Our policies stand for protection—of widows and orphans. (Life Insurance.)

Your declaration of independence is written in your bank book . (Bank.)

We don't sell presidential timber, but we do sell good lumber.

We'd rather be right than president—It's right if you buy it here.

We can't all be presidents, but we can all prosper if we save. (Bank.)

Vote for the man of your choice, but do your marketing here. (Market.)

Not a new deal, but a square deal to all. (General.)

# "KEEP 'EM FLYING!"

## The War Department is campaigning to popularize this stirring new slogan

The slogan "Keep 'Em Flying," with the accompanying echelon of fighting planes, is gaining popularity in all parts of the country. Newspapers are using it on their front pages. Advertisers are using it in copy. Some offices are using the slogan as a telephone salutation, and radio announcers sometimes repeat the slogan as they sign off. To quote from an article in a recent issue of Advertising Age, "It is the desire of the War Department to make 'Keep 'Em Flying!' the national slogan for the duration of the emergency."

The slogan is designed to focus the public mind on the unity of purpose and action in our National Defense program, and only incidentally to keep the need for pilots before the public. "Keep 'Em Flying!" applies to the whole National Defense program as well as to airplanes.

The objective is to get people everywhere to use the slogan as an expression of felicity and high morale and as a toast—even to the point where "Keep 'Em Flying!" may replace such everyday expressions as "So long," "How," "Down the hatch," etc.

If your customers want to use this slogan as part of their display copy on either calendars or blotters, we can furnish cuts in the two sizes shown on this page. Or, the War Department informs us in answer to our inquiry, "The use of 'Keep 'Em Flying!' set from type in a single line is highly desirable" where a line of type fits the layout better than the circular cut.

If the cut is desired on imprints, SPECIFY "Keep 'Em Flying cut," and tell which size is wanted. If the slogan is to be set in a line of type, write it as part of the customer's copy. See specimen imprint on back cover . . . and . . .

"KEEP 'EM FLYING!"

LET'S GO! U.S.A. KEEP 'EM FLYING!

**GOOD HEALTH**
**Is National Defense**

# Eat BETTY'S BREAD for Health!

| 1941 | | | JULY | | | 1941 |
|---|---|---|---|---|---|---|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
| - | - | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | - | - |

# ISN'T IT GREAT TO BE AN AMERICAN!

*Everyone has troubles of his own. No one wants to hear yours. Meet your customer with a smile. Tell him a good story if you know one that's cheerful and pleasant. Tell him some optimistic bit of news—something which indicates that America is still the best country in the world and that God is still on his throne.*